



**Topic : Brand Building Strategy Based On Feedback Mechanism  
A Case Study Of Max Secure Software**

**Author : Dr. Kumardatt A Ganjre**

Dattakala Group of Institutions Affiliated to Pune University, Pune

**Introduction :-**

Whenever we need particular software for our computer, we at times tend to search for it on the internet unless it's software that has to be purchased from the market. Now, for searching the software, we would log on to a search engine and type in the name of the software or the purpose of the software (e.g: Anti-virus, Anti-spyware etc). The search engine would then display the search results in the form of hyperlinks i.e. links to the websites containing details about the software or containing a link for its download are available. Usually, there are 10-15 results displayed on each page and we tend to consider, at an average, results on the first 6-8 pages i.e. the first 60-80 results.

Now, the objective of an online software submission is to ensure the display of a link or links to our product in the search results. This is done by submitting a download link of our product to various shareware and freeware sites. But, the submission is not restricted to just a download link. An online software submission is usually done by submitting a PAD file. Alternatively, an online form can be filled up; the details of which are similar to that of a PAD file.

So, I used to submit these PAD files or the details of the updated product or new product to more than 600 websites. The task of online software submission included submission of 8 products of the company, namely, Max Secure Spyware Detector, Max PC Secure, Max PC Safe, Max PC Privacy, Max Secure Download Booster, Max Secure Autofiller, Max Secure Registry Cleaner and Max Secure AnonySurf.

**Competitor's analysis:-**

It includes comparison of features of similar products of different manufacturers. This comparison is based on features like prices, compatibility, technical details etc. Following charts explain which product suffices the need and which is affordable. This analysis is used in the presentations made for the clients and also for the company database. The features and the prices vary rapidly so this analysis is needed to update regularly. In all the comparison

tables given below, Max Secure Software's products are in the first column.

**The objectives of the Study are:**

- To increase the visibility of the various products of Max Secure Software designed for individual, professional as well as corporate users by way of affiliate site submissions and SEO (Search Engine Optimization) submissions.
- To do competitive analysis of products along with Competitor profiling of the companies.
- To analyze the uninstalled feedback reports on the basis of price and quality for security software products.
- Study and development of Marketing Collaterals/White papers.
- To brand the products by way of writing articles for various products and formulating presentations for the same.

**Methodology and analysis of the data :**

For the products, during uninstalling the product a feedback pop-ups and it is sent back to the company. This feedback asks for the reason for uninstalling the product. The two options given to the customer are:

1. *It did not correct my problem.*
2. *Price of the product is high.*

And if there is any other reason then customer is asked to type that also.

Later, customer is also asked if he/she is ready to help the company to correct the problem and if yes then email address is also asked. Total Email addresses got from these responses are 513.

Again, customer is also asked if he/she has shifted from our product to any other company's product to know about the competitors.

So, here I have considered the responses of 15 Days to initiate the process of analysis.

So the number of responses got according to the product are:

1. Spyware Detector : 911
2. Registry Cleaner : 325
3. Anony Surf : 8

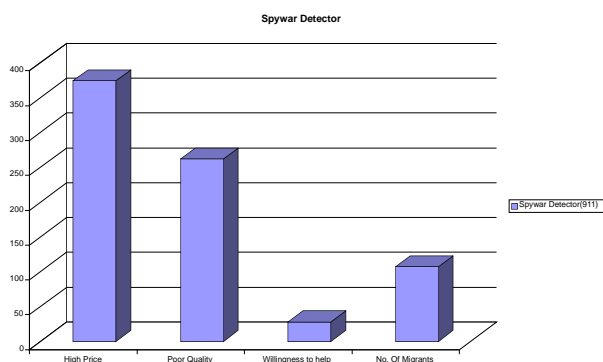
Total Responses : 1244

No. of responses according to the questions:

#### Spyware Detector:

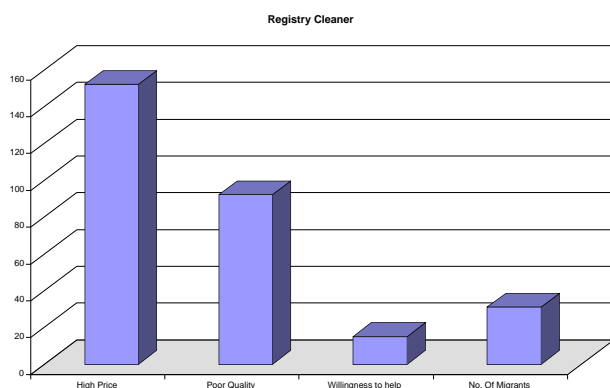
Que/Product	Spywar Detector(911)
High Price	374
Need to Improve	262
Willingness to help	28
No. Of Migrants	107

Table No. 1 UFR of Spyware Detector



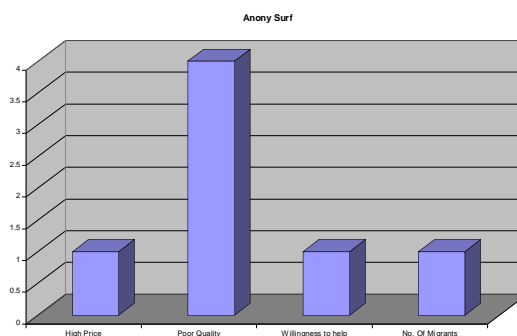
Que/Product	Registry Cleaner ( 325)
High Price	152
Need to Improve	92
Willingness to help	15
No. Of Migrants	31

Table No. 2 UFR of Registry Cleaner



Que/Product	Anony Surf(8)
High Price	1
Need to Improve	4
Willingness to help	1
No. Of Migrants	1

Table No. 3 UFR of AnonySurf



Only one migrant but had not revealed the name of the competing product. Recently, researchers have analyzed the dynamics of how blogs become popular. There are essentially two measures of this: popularity through citations, as well as popularity through affiliation (i.e. blogroll). The basic conclusion from studies of the structure of blogs is that while it takes time for a blog to become popular through blogrolls, permalinks can boost popularity more quickly, and are perhaps more indicative of popularity and authority than blogrolls, since they denote that people are actually reading the blog's content and consider it valuable or noteworthy in specific cases.

Blogs are also given rankings by Technorati based on the amount of incoming links and Alexa Internet based on the web hits of Alexa Toolbar users. Gartner Group forecasts that blogging will peak in 2007, levelling off when the number of writers who maintain a personal website reaches 100 million. Gartner analysts expect that the novelty value of the medium will wear off as most people who are interested in the phenomenon have checked it out, and new bloggers will offset the number of writers who abandon their creation out of boredom. The firm estimates that there are more than 200 million former bloggers who have ceased posting to their online diaries, creating an exponential rise in the amount of dotsam and netsam (i.e. unwanted objects) on the Web.

As more and more people get involved with the Internet and as more Web sites, blogs, news services and other online resources continue to grow in number and variety it becomes increasingly important to maintain high visibility and exposure for the content being generated by closely following the major distribution media.

Until now the web was populated by Web sites and

other HTML-based content pages, and the main vehicle for reaching content has been the large use of major search engines and directories.

The press releases in this case were news articles that were published online on the company's website as well as on other websites, for the following purposes:

- Increasing awareness about the importance of privacy and security of the user as well as his system
- Communicating new hazards and problems to the privacy and security of the users and their systems
- Communicating the details about the launch of new products or new versions of the existing products

For each of the above mentioned purposes, the task assigned was of preparing articles to be published online.

Every article, depending on the purpose, had a specific format. For instance, the articles for communicating the details of new products or new versions of existing products were the ones covering maximum amount of information. The article used to start with the core problem for which the product is being launched. It was followed by the various repercussions of this problem to the user as well as his/her system. Then, the possible solutions for this problem were to be pointed out. And then, the focus would be diverted to the company's product explaining its features and how it can act as an effective solution in solving the problem. The article would finally end with a small paragraph describing the details of the company.

Since these articles were to be published online, they were targeted to internet users globally.

### Conclusion

1. After studying the company products, competitor's products and the customer response, following conclusion can be drawn:
2. Characteristics and functions of the products are sufficient but to get an edge over the competitors and their products, it is necessary to improve the products regularly and there should be constant variation in price also according to the market.
3. Max secure products are good to sustain in the market but with that there is a need of addition of constant promotional activities.
4. Support given through email is not sufficient and the use of uninstall feedback response should be

considered every time the product needs to be updated.

5. Now, according to uninstall feedback responses, the ratio of total units uninstalled to total units sold is maximum in Registry cleaner and it is minimum in Anonymsurf. So it shows that there are more issues related to quality in Registry cleaner.

### Recommendations and Suggestions

1. UNINSTALL FEEDBACK RESPONSE:

High price issue is seen in Spyware detector and Registry cleaner but from competitive analysis, we know that the price quoted is average. So there is no need to directly reducing the price whereas instead there should be improvement in product as far as features are concerned.

As per the responses, though the willingness of customers to help is very less, we have more than 50% email addresses from where the company should communicate with the customers and should ask them suggestions.

2. BLOGGING:

Register with Blog Search Engines Search engines that specialize in blogs.

Ex.:

<http://www.daypop.com>

<http://www.blogvision.com>

<http://www.blogsearchengine.com>

Register with Tracking Services These services note when a blog has been updated and publish an ongoing list. They even keep track of the most updated and most visited weblogs.

Ex.

<http://blo.gs>

<http://www.weblogs.com>

Trade Some Links:

A few relevant swapped links to related blogs can boost the traffic.

3. SUPPORT TEMPLATES:

1. Issues template should be explained in steps.
2. Steps given to perform some operation in windows should be well descriptive so that even a beginner should be able to solve it.
3. Replies don't show empathy towards customer and it looks very mechanical so there should be small amount of empathy through replies.
4. There should be links to -- homepage, max registry cleaner and PC safe.

5. There should be question related to Customer satisfaction level in the reply itself.
6. While replying, support templates are pasted as it is in the reply, so the best thing to reply is through link. All the database should be kept at on place and only web-link should b given in the reply. This will reduce the time required to reply and also actual server traffic through emails.

4. SUPPORT:

Only email support is not sufficient and it takes time also to understand customer thoroughly. So, chat support should be added and Live Chat person would be good choice for chat support software.

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